Applications of Definitions from a Human Factors Perspective

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Children's Products

- Consumer products designed or intended primarily for children ages 12 and younger
 - -Who is the "primary user" of a product
 - Accessibility
 - -Electronics

"Primary User"

- Products for which children are among the primary users Vs.
- Products that are primarily for children ages 12 & younger

Household Computers







Sporting Goods for the Whole Family

- Sporting goods marketed for "backyard use" or "family use"
 - No indication of age
 - Marketing that shows people of all ages
 - Age-neutral theme
- Products usable for ages 8+
 - Skills
 - Size of components
 - Materials
- Other Factors
 - Sold in sporting good stores
 - Moderately priced





Jewelry

 Location where the product is sold can be the single factor determining "primary user"



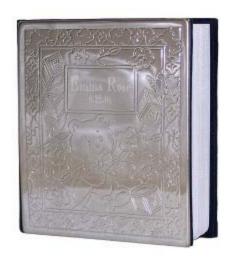




Photo Frames & Albums

- Designed or intended primarily for children
 12 & younger...
 - Designed to appeal to them
 - Intended for them to use











Additional Considerations

Accessibility

- Broadest definition: If you can touch it, it's accessible
- Screwed components are not directly accessible
- Electronic products that are designed & intended primarily for young children are really 2 very different products in one:
 - The touchable components of the product are designed & intended primarily for the child user.
 - The screwed compartment is not; it is designed & intended for use by the parent.
- Bottom Line: The battery compartment is not accessible for the intended user of this product.



Electronic Products for Older Children

- Electronics w/themes for 'tweens
- This age can use tools to open battery compartment
- They are primary user of product and battery compartment
- Important Note: Many electronics are not primarily intended for 12 & younger. Rather, 12 & younger are among the primary users.





Minimal, Inconsequential Use

- Designed or intended primarily for children
 12 & younger...
 - Designed to appeal to them
 - Intended for them to use
- What about when product is not handled during use; or handling is limited use of on/off switch
- Products used indirectly
 - Lamps
 - Nightlights
 - Ceiling fans, desk fans
 - Some electronic product components

Lamps Primarily Intended for Children Ages 12 & Younger









- Intended for use in a child's room
- Designed to appeal to children 12 & younger
- Expect children to turn lamp on & off
- Interaction primarily limited to turning on & off
- Use product indirectly
 sit near the light

Lamps Intended for Interactive Use

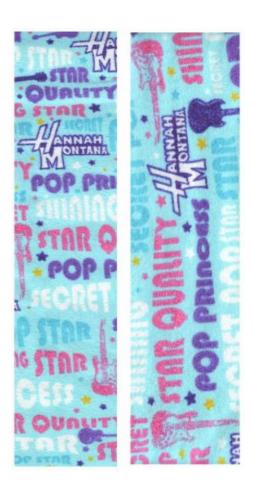


Note that this lamp is not primarily intended for children 12 & younger;
 it is shown here as an example of interactive use product

Ceiling Fan Blades



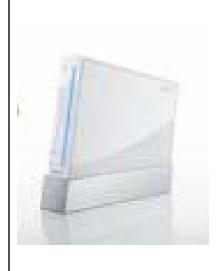




- "Adorable addition to any room"
- "Perfect for any bedroom or playroom"
- Primarily for ages 12 and younger
- Use is indirect
 - Fan blades move the air
 - Don't handle the fan blades
 - Child 12 & younger wouldn't install the fan blades

Electronics

- Minimal Handling
- Components that are a means to an end
 - DVD
 - DVD player
 - External wires







- Interactive use
 - Headphones
 - Hand-held units
 - Accessories

